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FM AMCONSUL SURABAYA

TO RUEHC/SECSTATE WASHDC 0533

RUEHJA/AMEMBASSY JAKARTA 0522

INFO RUEHZS/ASSOCIATION OF SOUTHEAST ASIAN NATIONS

RHHMUNA/HQ USPACOM HONOLULU HI

RUEHWL/AMEMBASSY WELLINGTON 0203

RUEHBY/AMEMBASSY CANBERRA 0235

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SIPDIS

DEPT FOR EAP/PD, IIP/EAP, AND EAP/MTS

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SUBJECT: FACEBOOK MLK DAY OUTREACH PROVES THE TWO-FOLD VALUE OF SOCIAL MEDIA

REF: JAKARTA 65

¶1. SUMMARY: Consulate Surabaya's official Facebook page launched its "I have a dream~" outreach in celebration of Martin Luther King, Jr. Day. Indonesia is the seventh largest Facebook-using country and one of the fastest-growing in the world. The Surabaya Facebook MLK posts received over 10,000 hits within a couple days. More than 150 "fans" participated directly in the outreach by posting their dreams for Indonesia. This outreach not only allowed "fans" to learn about American culture, history, and society, but enabled Mission Indonesia to hear from the Indonesian public about what is important to them.

This two-way dialogue fosters mutual understanding, reaches a specific Indonesian target audience, and exponentially increases the number of interactions between U.S. Government personnel and the Indonesian populace. END SUMMARY

#### A LESSON IN U.S. CIVIL RIGHTS

¶2. Consulate General Surabaya's Facebook page has attracted nearly 17,000 "fans" since its official launch on October 1, 2009. In January, we launched the "I have a dream~" campaign to promote awareness about Martin Luther King, Jr. Day and civil rights in the U.S. We posted a note containing the text of Martin Luther King, Jr.'s "I Have a Dream" speech. Then we asked our fans to post their dreams for Indonesia. Every fan who posted their "dream" for Indonesia was entered into a contest to win a prize pack which included a Martin Luther King, Jr. biography, President Obama's "The Audacity of Hope" book translated into Indonesian, and other prizes.

#### UTILIZING FACEBOOK FOR SOCIAL CHANGE

¶3. Indonesia has the seventh largest number of people using Facebook in the world, with approximately 12 million users. This number only continues to climb, as Indonesia is ranked second in the world for the highest 12-month growth. Facebook is being used in Indonesia as a tool for social protest, freedom of speech, and to connect people across this nation of islands (Reftel). Now through the use of Facebook for Mission-wide outreach, we can expand beyond the normal limitations of time and space, and on a limited budget, reach thousands more people (primarily youth audiences) through "owned" social media platforms. Facebook pages give the unique ability to reach out and educate Indonesians about American culture and history and then hear the reactions and how Indonesians apply these ideas to their own country and situation, within defined parameters.

#### WHAT INDONESIANS WANT

¶4. After only a couple of days, the Facebook posts about Martin Luther King, Jr. had more than 10,000 hits and received 150 responses to the question "What is your dream for Indonesia?" The posts of Indonesian "fans" were thoughtful and most

resonated with the same themes. Indonesians want to "stop corruption and personal interests from the lowest officials up to the highest parts of government." They want a "clean, fair justice system with honest officials." There is a deep desire for "religious harmony and respect" and to "stop terrorism." On the economic front they want "development to come to all parts of the country" and to "reduce unemployment." They feel a desire to be seen as a country like China or Brazil in regards to development and to be a donor country rather than a "receiver". The strongest and most prominent "dream" is to eliminate corruption and nepotism. They also express doubt, as some said these are just dreams and will never become reality. Others show a lack of hope that things like corruption, especially, can ever really change.

#### THE VALUE OF LENDING AN EAR

15. By using the virtual gathering-place that is Facebook, we can demonstrate that we are interested in what "regular" Indonesians think. We do not censor posts or comments, except if they violate Facebook's policies. People feel free to express their opinions directly to us, and believe that their voice is heard by the U.S. Government. While it is impossible for USG employees to reach every part of Indonesia, through social media we are now thousands of places at once, forming interactive and direct online communities throughout Indonesia. This has value and fosters mutual understanding between the U.S. Government and regular Indonesian citizens. Mission Facebook pages are portals to exponentially increase our people-to-people connections through a virtual meeting space. They give us un-matched opportunities to not just reach out and educate or explain, but more importantly to listen.

MCCLELLAND